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09/706,753	11/07/2000	Tsutomu Tanaka	2000-1536A	5990

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EXAMINER	
LONSBERRY, HUNTER B	
ART UNIT	**PAPER NUMBER**
2611	

DATE MAILED: 08/24/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/706,753	TANAKA ET AL.	
	Examiner	Art Unit	
	Hunter B. Lonsberry	2611	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on 5/10/05.

2a)☒ This action is **FINAL**. 2b)☐ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) 2,3,5,6,10,11,13-20,22-25,29-32,35,38,39 and 43-45 is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) 2,3,5,6,10,11,13-20,22-25,29-32,35,38,39 and 43-45 is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☐ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date 6/3/05.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____.
5) ☐ Notice of Informal Patent Application (PTO-152)
6) ☐ Other: _____.

DETAILED ACTION

Response to Arguments

1. Applicant's arguments filed 5/10/05 have been fully considered but they are not persuasive.

Applicant argues that the combination of Rangan and Alexander does not disclose or suggest a terminal or server comprising URL specifying means for specifying at least one URL assigned to the second content to be interrelated with the first content for reproduction and output based on a table which associates: tag information, at least one of location and information concerning a user which are set in the terminal, and a URL indicating from where the second content is to be fetched (response pages 16-17), and that the category label of Alexander is only information for identifying a TV program and differs from tag information which interrelates the first and second content as recited in claims 44, 13, 22, and 31.

Regarding applicant's argument, Alexander discloses assigning a URL to the second content (column 33, lines 44-65, column 34, lines 10-25), the use of tag information (viewer characteristics and advertiser characteristics, column 29, line 56-column 30, line 44, column 32, lines 39-55, column 33, lines 44-65, column 34, lines 10-25), URL specifying means for specifying at least one URL assigned to the second content to be interrelated with the first content for reproduction (column 33, lines 44-65, column 34, lines 10-15) and output based-on a table which associates: the tag

information at least one of location information (database of advertising messages and ads, zipcode matching for coupons column 32, lines 39-54, column 33, lines 44-65, column 34, lines 10-15) and a URL indicating from where the second content is to be fetched.

Alexander's tag information, utilizes a table so that different messages are displayed to different users based upon their zipcode (geographic location), and the information may be transmitted along with the video signal (column 32, lines 35-60) and may identify the location of a website (which requires a URL in order to identify the protocol to be used and the address of the content) where the advertisements may be stored, additionally this tag/linking information may be embedded within the first video content via a watermark or transmitted in the VBI (column 32, line 52-column 33, line 7). Since the ads are stored in a database, and linking information (show information packages) is utilized, Alexander does teach the use of a table which includes tag information which specifies data to interrelate first content (TV program content) with second content (advertisements, or webpages).

Applicant argues that the combination of Rangan and Alexander with Hidary fails to disclose or suggest a table for specifying the second content is embedded in the first content, and a URL related to the second content for use in the area of the terminal is specified based on a table embedded in the first content (response page 19).

Regarding applicant's argument, Alexander is relied upon for teaching the use of a table and URLs related to the second content. Hidary discloses a system in which a broadcast video carries both a URL and a time stamp (two data points, thus forming a table in the first content stream) informing the user receiver when during the program to display the webpages (second content) addressed by the URLs (column 4, lines 40-56), thus ensuring synchronization of primary content with supplemental information.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

2. Claims 2, 3, 11, 13-19, 22, 23, 30-32 and 44 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 6,493,872 B1 to Rangan in view of U.S. Patent 6,177,931 to Alexander.

Regarding claim 44, Rangan discloses a terminal (figure 12, WebTV in a users home) for receiving a first content (video) to be broadcast, while fetching a second content stored on a network (supplemental content, 55a, figure 7, column 12, line 44-column 14, line 22)

wherein a plurality of second contents are stored on the network (Internet, column 13, line 61-column 14, line 6), said terminal comprising:

reception means 115 for receiving the first content (column 21, lines 18-57)

the first and second content are interrelated together and combined for display (column 21, line 58-column 22, line 42).

Rangan fails to disclose assigning a URL to the second content, the use of tag information, URL specifying means for specifying at least one URL assigned to the second content to be interrelated with the first content for reproduction and output based-on a table which associates: the tag information at least one of location information and information concerning a user which are set in the terminals' and a URL indicating from where the second content is to be fetched, and

fetch means for fetching the second content assigned with the URL specified by the URL fetching means.

Alexander discloses assigning a URL to the second content (column 33, lines 44-65, column 34, lines 10-25), the use of tag information (viewer characteristics and advertiser characteristics, column 29, line 56-column 30, line 44, column 32, lines 39-55, , column 33, lines 44-65, column 34, lines 10-25) , URL specifying means for specifying at least one URL assigned to the second content to be interrelated with the first content for reproduction (column 33, lines 44-65, column 34, lines 10-15) and output based-on a table which associates: the tag information at least one of location information (database of advertising messages and ads, zipcode matching for coupons column 32, lines 39-54, column 33, lines 44-65, column 34, lines 10-15) and a URL

indicating from where the second content is to be fetched, thus enabling a user to receive advertising messages which would be of interest and relevant to a user based on their location, and

fetch means for fetching the second content assigned with the URL specified by the URL fetching means (Internet connection, column 33, lines 44-65, column 34, lines 10-15).

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify Rangan to utilize the tags, database and URLs of Alexander, thus enabling a user to receive advertising messages that would be of interest and relevant to a user based on their location.

Regarding claims 2, 3, 14, 15, 23, and 32, Rangan discloses that the first content stream may be satellite video and may be MPEG formatted (column 6, lines 43-50), and that the annotation data may include URLs associated with an advertiser (column 17, lines 15-32)

and includes reproduction and output means for interrelating the first content received by said reception means with the second content fetched by said fetch means for reproduction and output (column 21, line 58-column 22, line 42)

Rangan fails to disclose if the second content is a regional CM, and the tag information has a name or an identifier of at least one of a sponsor and a product,

wherein said terminal further comprises location storage means having stored therein location information indicating in which area the terminal is located and,

wherein said URL specifying means refers to a table indicating, for each CM stored on the network, with which URL the CM is assigned, in which area the CM is broadcast, and for which sponsor and/or product the CM is broadcast, and

wherein said URL specifying means further specifies the URL of a CM matching with the area of said terminal as well as the name or identifier of the at least one of the sponsor and product, which is indicated by the tag information embedded in the program received by said reception means.

Alexander discloses that the second content is a regional CM, and the tag information has a name or an identifier of at least one of a sponsor and a product (column 32, lines 39-55),

wherein said terminal further comprises location storage means having stored therein location information indicating in which area the terminal is located (column 32, lines 7-21, column 34, lines 17-25) and,

wherein said URL specifying means refers to a table (database) indicating, for each CM stored on the network, with which URL the CM is assigned, in which area the CM is broadcast, and for which sponsor and/or product the CM is broadcast (column 33, lines 44-65, column 34, lines 10-15), and

wherein said URL specifying means further specifies the URL of a CM matching with the area of said terminal as well as the name or identifier of the product, which is indicated by the tag information embedded in the program received by said reception means (the theme of a program, column 33, lines 44-65, column 34, lines 10-15, 55-

column 35, line 12) thus enabling a user to receive advertising messages which would be of interest and relevant to a user based on their location.

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify Rangan to utilize the tags, database and URLs of Alexander, thus enabling a user to receive advertising messages that would be of interest and relevant to a user based on their location.

Regarding claims 11, 30, Alexander discloses that the second content may be retrieved and stored prior to the time period in which it needs to be displayed with the first content (column 33, lines 44-65, column 34, lines 10-25).

Regarding claim 13 , Rangan discloses a content providing system for interrelating a first content (video) to be broadcast and a second content (supplemental content) stored on a network (Internet, figure 7, column 12, line 44-column 14, line 6), said system comprising:

a broadcast device 47 operable to broadcast the first content column 13, lines 1-17) and

a terminal (figure 12) operable to receive the first content broadcast by said broadcast device, while fetching the second content (column 21, lines 18-57),

time markers with associated data frame information may be written into the video data (figure 11, column 20, lines 47-column 21, line 18) for synchronization purposes

Rangan inherently utilizes a storage device, provided on the network, operable to store a plurality of the second contents as Rangan discloses that a user may access the second stream via the internet (column 13, lines 56-column 14, line 22).

Rangan fails to disclose, whether or not the second content is assigned a URL indicating where the second content is stored on the network, said broadcast device is further operable to embed, in the first content, tag information which indicates attributes related to the second content to be interrelated with the first content for reproduction and output, and

wherein said terminal is further operable to specify any one URL based on a table which associates: the tag information embedded in the received first content at least one of location information and information concerning a user which are set in the terminal, and a URL

indicating from where the second content is to be fetched, and to fetch the second content having the URL assigned thereto.

Rangan also fails to disclose embedding a table in the first content, but does disclose embedding time makers, and numbers for associated data frames in the video stream (figure 11, column 20, lines 47-column 21, line 18).

Alexander discloses assigning a URL to the second content (column 33, lines 44-65, column 34, lines 10-25), the use of tag information (viewer characteristics and advertiser characteristics, column 29, line 56-column 30, line 44, column 32, lines 39-55, (column 33, lines 44-65, column 34, lines 10-25) , URL specifying means for specifying at least one URL assigned to the second content to be interrelated with the

first content for reproduction (table data in the VBI of the first content stream, column 8, lines 37-64, column 33, lines 44-65, column 34, lines 10-15) and output based-on a table which associates: the tag information at least one of location information (database of advertising messages and ads, zipcode matching for coupons column 32, lines 39-54, column 33, lines 44-65, column 34, lines 10-15) and a URL indicating from where the second content is to be fetched, thus enabling a user to receive advertising messages which would be of interest and relevant to a user based on their location, and

fetch means for fetching the second content assigned with the URL specified by the URL fetching means (Internet connection, column 33, lines 44-65, column 34, lines 10-15).

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify Rangan to utilize the tags, database and URLs of Alexander, thus enabling a user to receive advertising messages that would be of interest and relevant to a user based on their location.

Regarding claims 16-18, Rangan discloses that the video may be satellite video (column 6, lines 45-50), and that the annotation data may include URLs associated with an advertiser (column 17, lines 15-32).

Rangan, does not disclose a table, which includes a targeting area for a commercial and its URL, or the use of a name server, which stores a table with location information, and storing only information relevant to the terminal by the terminal.

Alexander discloses the use of a database (table) which may be stored locally, or on a server on the internet, the user terminal may also store only advertising information which is relevant to a local area (packet matching, column 32, lines 39-54, column 33, lines 44-65), thus providing advertisements to a user which would be of the most interest to a user.

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify Rangan to utilize the database and storing relevant local ads of Alexander thus providing advertisements to a user, which would be of the most interest to a user.

The combination of Rangan and Alexander fails to disclose the use of a name server.

The examiner takes official notice that the use of a name server is notoriously well known in the art. For example, the Internet relies on Domain Name Servers (DNS) that translate domain names into IP addresses, thus enabling users to remember websites by name rather than by numeric address.

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify the combination of Rangan and Alexander to utilize a name server thus enabling users to remember websites by name rather than by numeric address.

Regarding claim 19, Rangan discloses that the first and second content may be synchronized with timing information (column 18, lines 6-34).

Rangan fails to disclose whether or not the terminal can fetch the content prior to the timing for output.

Alexander discloses that the second content may be retrieved and stored prior to the time period in which it needs to be displayed with the first content (column 33, lines 44-65, column 34, lines 10-25), thus ensuring that there would be no delay in the combined presentation of the program content.

Therefore it would have been obvious to one skilled in the art at the time of invention to modify Rangan to fetch content prior to the timing for output as taught by Alexander, thus ensuring that there would be no delay in the combined presentation of the program content.

Regarding claim 22, Rangan discloses a terminal (figure 12) for receiving a first content (video) to be broadcast, while fetching a second content stored on a network, wherein a plurality of second contents are stored on the network supplemental content, 55a, figure 7, column 12, line 44-column 14, line 22) , said terminal comprising:

reception 115 means for receiving the first content (column 21, lines 19-column 22, line 6).

Rangan fails to disclose whether or not each second content is assigned a URL indicating where the second content is stored on the network, the first content is embedded with tag information which indicates attributes related to the second content to be interrelated with the first content for reproduction and output

URL inquiry means which notifies a server provided on the network of the tag information embedded in the first content and of at least one of location information and information concerning a user which are set in the terminals and inquires about at least one URL assigned to the second content to be interrelated with the first content for reproduction and output; and fetch means for fetching the second content assigned with the URL obtained as a result of the inquiry by the URL inquiry means.

Alexander discloses assigning a URL to the second content (column 33, lines 44-65, column 34, lines 10-25), the use of tag information (viewer characteristics and advertiser characteristics, column 29, line 56-column 30, line 44, column 32, lines 39-55, (column 33, lines 44-65, column 34, lines 10-25) , URL specifying means for specifying at least one URL assigned to the second content to be interrelated with the first content for reproduction (column 33, lines 44-65, column 34, lines 10-15) and output based-on a table which associates: the tag information at least one of location information (database of advertising messages and ads stored on a server on a website, zipcode matching for coupons column 32, lines 39-54, column 33, lines 44-65, column 34, lines 10-15) and a URL indicating from where the second content is to be fetched, thus enabling a user to receive advertising messages which would be of interest and relevant to a user based on their location, and

fetch means for fetching the second content assigned with the URL specified by the URL fetching means (Internet connection, column 33, lines 44-65, column 34, lines 10-15).

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify Rangan to utilize the tags, database and URLs of Alexander, thus enabling a user to receive advertising messages, which would be of interest, and relevant to a user based on their location.

Regarding claim 31, Rangan discloses a server communicating with a terminal connected thereto over a network, wherein the terminal notifies, to the server, information embedded in a first content (video) to be broadcast which indicates attributes related to a second content (supplemental content) to be interrelated with the first content for reproduction and output and at least one of location information (column 12, line 44-column 14, line 22, column21, line 58-column 22, line 42, the server being the Internet resource on which the supplemental content is stored).

Rangan inherently discloses location specifying means for specifying at least one location assigned to the second content to be interrelated with the first content for reproduction and output as Rangan discloses that the terminal connects to the internet in order to receive the second content (column 13, lines 56-column 14, line 22).

Rangan fails to disclose the use of tag information embedded in a first content to be broadcast which indicates attributes related to a second content to be interrelated with the first content for reproduction and output and at least one of location information and information concerning a user which are set in the terminal and

URL specifying means for specifying at least one URL assigned to the second content to be interrelated with the first content for reproduction and output based on a

table which associates: the tag-information notified by the terminals' at least one of location information and the information concerning the user notified b the terminal' and a URL indicating from where the second content is to be fetched', and

URL transmitting means for transmitting the URL means to the terminal.

Alexander discloses assigning a URL to the second content (column 33, lines 44-65, column 34, lines 10-25), the use of tag information (viewer characteristics and advertiser characteristics, column 29, line 56-column 30, line 44, column 32, lines 39-55, (column 33, lines 44-65, column 34, lines 10-25) , URL specifying means for specifying at least one URL assigned to the second content to be interrelated with the first content for reproduction (column 33, lines 44-65, column 34, lines 10-15) and output based-on a table which associates: the tag information at least one of location information (database of advertising messages and ads, zipcode matching for coupons column 32, lines 39-54, column 33, lines 44-65, column 34, lines 10-15) and a URL indicating from where the second content is to be fetched, thus enabling a user to receive advertising messages which would be of interest and relevant to a user based on their location, and

fetch means for fetching the second content assigned with the URL specified by the URL fetching means (Internet connection, column 33, lines 44-65, column 34, lines 10-15).

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify Rangan to utilize the tags, database and URLs of Alexander, thus

enabling a user to receive advertising messages, which would be of interest, and relevant to a user based on their location.

3. Claims 35 and 45 are rejected under 35 U.S.C. 103(a) as being unpatentable over rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 6,493,872 B1 to Rangan in view of U.S. Patent 6,177,931 to Alexander in further view of U.S. Patent 5,774,664 to Hidary.

Regarding claims 35 and 45, Rangan discloses a terminal (figure 12) for receiving a first content (video) to be broadcast, while fetching a second content (supplemental content) stored on a network (column 13, lines 19-column 14, line 6), and interrelating the received first content and the fetched second content with each other for reproduction and output (column 21, lines 19-30), wherein a plurality of second contents are stored on the network (Internet/WAN, column 21, lines 46-57), , said terminal comprising:

reception means 115 for receiving the first content,

fetch means for fetching the second content stored on the network (modem for access to the Internet or WAN, column 21, lines 56-51); and

reproduction and output means for interrelating the first content received by said reception means and the second content fetched by said fetch means for reproduction and output (column 21, lines 59-column 22, lines 43).

Rangan inherently provides location information for the location of the second streams data, as Rangan discloses the second stream data may be provided via the Internet (column 21, lines 56-68).

Rangan fails to disclose if the first content is scrambled, each second content is embedded with key information used to descramble the first content and is assigned with a URL indicating where the second content is stored on the network, and the first content is embedded with a table for specifying the second content to be interrelated with the first content for-reproduction and output, wherein said fetch means refers to the table embedded in the first content received by said reception means and at least one of location information and information concerning a user which are set in the terminal to specify a URL of the second content and fetches the second content having the URL assigned thereto, and

wherein said reproduction and output means extracts the key information from the second content fetched by said fetch means, descrambles the first content by the key information and interrelates the first and second contents with each other for reproduction and output.

Alexander discloses assigning a URL to the second content (column 33, lines 44-65, column 34, lines 10-25), the use of tag information (viewer characteristics and advertiser characteristics, column 29, line 56-column 30, line 44, column 32, lines 39-55, (column 33, lines 44-65, column 34, lines 10-25) , URL specifying means for specifying at least one URL assigned to the second content to be interrelated with the first content for reproduction (column 33, lines 44-65, column 34, lines 10-15) and

output based-on a table which associates: the tag information at least one of location information (database of advertising messages and ads, zipcode matching for coupons column 32, lines 39-54, column 33, lines 44-65, column 34, lines 10-15) and a URL indicating from where the second content is to be fetched, thus enabling a user to receive advertising messages which would be of interest and relevant to a user based on their location, and

fetch means for fetching the second content assigned with the URL specified by the URL fetching means (Internet connection, column 33, lines 44-65, column 34, lines 10-15).

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify Rangan to utilize the tags, database and URLs of Alexander, thus enabling a user to receive advertising messages that would be of interest and relevant to a user based on their location.

The combination of Rangan and Alexander fails to disclose a table embedded in the first content.

Hidary discloses a system in which a broadcast video carries both a URL and a time stamp (two data points, thus forming a table in the first content stream) informing the user receiver when during the program to display the webpages (second content) addressed by the URLs (column 4, lines 40-56)., thus ensuring synchronization of primary content with supplemental information

Therefore it would have been obvious to one skilled in the art at the time of invention to modify the combination of Rangan and Alexander to utilize the timestamps

and URL table of Hidary, thus ensuring synchronization of primary content with supplemental information.

4. Claim 38 is rejected under 35 U.S.C. 103(a) as being unpatentable over rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 6,493,872 B1 to Rangan in view of U.S. Patent 6,177,931 to Alexander in further view of U.S. Patent 5,774,664 to Hidary and U.S. Patent 5,901,339 to Saito.

Regarding claim 38, Rangan discloses a terminal (figure 12) for receiving a first content (video) to be broadcast, while fetching a second content (supplemental content) stored on a network (column 13, lines 19-column 14, line 6), and interrelating the received first content and the fetched second content with each other for reproduction and output (column 21, lines 19-30), wherein a plurality of second contents are stored on the network (Internet/WAN, column 21, lines 46-57), , said terminal comprising:

reception means 115 for receiving the first content,

fetch means for fetching the second content stored on the network (modem for access to the Internet or WAN, column 21, lines 56-51); and

reproduction and output means for interrelating the first content received by said reception means and the second content fetched by said fetch means for reproduction and output (column 21, lines 59-column 22, lines 43).

Rangan inherently provides location information for the location of the second streams data, as Rangan discloses the second stream data may be provided via the Internet (column 21, lines 56-68).

Rangan fails to disclose if the first content is scrambled, each second content is embedded with key information used to descramble the first content and is assigned with a URL indicating where the second content is stored on the network, and the first content is embedded with a table for specifying the second content to be interrelated with the first content for-reproduction and output, wherein said fetch means refers to the table embedded in the first content received by said reception means and at least one of location information and information concerning a user which are set in the terminal to specify a URL of the second content and fetches the second content having the URL assigned thereto, and

wherein said reproduction and output means extracts the key information from the second content fetched by said fetch means, descrambles the first content by the key information and interrelates the first and second contents with each other for reproduction and output.

Alexander discloses assigning a URL to the second content (column 33, lines 44-65, column 34, lines 10-25), the use of tag information (viewer characteristics and advertiser characteristics, column 29, line 56-column 30, line 44, column 32, lines 39-55, (column 33, lines 44-65, column 34, lines 10-25) , URL specifying means for specifying at least one URL assigned to the second content to be interrelated with the first content for reproduction (column 33, lines 44-65, column 34, lines 10-15) and

output based-on a table which associates: the tag information at least one of location information (database of advertising messages and ads, zipcode matching for coupons column 32, lines 39-54, column 33, lines 44-65, column 34, lines 10-15) and a URL indicating from where the second content is to be fetched, thus enabling a user to receive advertising messages which would be of interest and relevant to a user based on their location, and

fetch means for fetching the second content assigned with the URL specified by the URL fetching means (Internet connection, column 33, lines 44-65, column 34, lines 10-15).

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify Rangan to utilize the tags, database and URLs of Alexander, thus enabling a user to receive advertising messages, which would be of interest, and relevant to a user based on their location.

The combination of Rangan and Alexander fails to disclose if the first content is scrambled, each second content is embedded with key information used to descramble the first content and that said reproduction and output means extracts the key information from the second content fetched by said fetch means, descrambles the first content by the key information and interrelates the first and second contents with each other for reproduction and output, and a table embedded in the first content.

Hidary discloses a system in which a broadcast video carries both a URL and a time stamp (two data points, thus forming a table in the first content stream) informing the user receiver when during the program to display the webpages (second content)

addressed by the URLs (column 4, lines 40-56)., thus ensuring synchronization of primary content with supplemental information

Therefore it would have been obvious to one skilled in the art at the time of invention to modify the combination of Rangan and Alexander to utilize the timestamps and URL table of Hidary, thus ensuring synchronization of primary content with supplemental information.

The combination of Rangan, Alexander and Hidary fails to disclose if the first content is scrambled, each second content is embedded with key information used to descramble the first content and that said reproduction and output means extracts the key information from the second content fetched by said fetch means, descrambles the first content by the key information and interrelates the first and second contents with each other for reproduction and output.

Saito discloses a program viewing system in which the decode data may be transmitted over a second interface (Figure 4, column 7, lines 8-28), thus adding an extra layer of security for a video stream.

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify the combination of Rangan, Alexander and Hidary to utilize a decode key transmitted as second content, as taught by Saito thus adding an extra layer of security for a video stream.

5. Claims 5, 6, 10, 20, 24, 25, and 29, are rejected under 35 U.S.C. 103(a) as being unpatentable over rejected under 35 U.S.C. 103(a) as being unpatentable over

U.S. Patent 6,493,872 B1 to Rangan in view of U.S. Patent 6,177,931 to Alexander in further view of U.S. Patent 5,901,339 to Saito in further view of U.S. Patent 6,301,663 to Kato.

Regarding claims 5, 6, 10, 20, 24, 25, and 29, Rangan discloses that the first content and annotation data may be contained within an MPEG2 video stream in the private data stream multiplexed along with the audio and video data streams (column 13, lines 61-65).

Alexander discloses that the supplemental content secondary stream may be a video clip (column 34, lines 14-16).

Saito discloses a program viewing system in which the decode data may be transmitted over a second interface (Figure 4, column 7, lines 8-28), thus adding an extra layer of security for a video stream.

The combination of Rangan, Alexander and Saito fails to disclose transmitting MPEG2 video as secondary content, embedding key information and the use of a watermark in the MPEG stream.

The examiner takes official notice that utilizing and MPEG2 stream for secondary data is notoriously well known in the art. MPEG2 provides high quality video with a high level of detail.

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify the combination of Rangan, Alexander and Saito to utilize MPEG2 for the supplemental content stream, thus providing high quality video with a high level of detail.

Kato discloses the used of a watermark-embedding unit 25, which embeds a key, within a watermark stored within MPEG audio data (column 9, line 20-column 10, line 2) and provides watermark and key extraction components (column 10, lines 3-33), thus providing a layer of security by only enabling authorized users to view a stream.

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify the combination of Rangan, Alexander and Saito to utilize the watermarking of Kato, thus providing a layer of security by only enabling authorized users to view a stream.

6. Claims 39 and 43, are rejected under 35 U.S.C. 103(a) as being unpatentable over rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 6,493,872 B1 to Rangan in view of U.S. Patent 6,177,931 to Alexander in further view of U.S. Patent 5,774,664 to Hidary and U.S. Patent 5,901,339 to Saito in further view of U.S. Patent 6,301,663 to Kato.

Regarding claims 39 and 43, Rangan discloses that the first content and annotation data may be contained within an MPEG2 video stream in the private data stream multiplexed along with the audio and video data streams (column 13, lines 61-65).

Alexander discloses that the supplemental content secondary stream may be a video clip (column 34, lines 14-16).

Saito discloses a program viewing system in which the decode data may be transmitted over a second interface (Figure 4, column 7, lines 8-28), thus adding an extra layer of security for a video stream.

The combination of Rangan, Alexander and Saito fails to disclose transmitting MPEG2 video as secondary content, embedding key information and the use of a watermark in the MPEG stream.

The examiner takes official notice that utilizing and MPEG2 stream for secondary data is notoriously well known in the art. MPEG2 provides high quality video with a high level of detail.

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify the combination of Rangan, Alexander and Saito to utilize MPEG2 for the supplemental content stream, thus providing high quality video with a high level of detail.

Kato discloses the used of a watermark-embedding unit 25, which embeds a key, within a watermark stored within MPEG audio data (column 9, line 20-column 10, line 2) and provides watermark and key extraction components (column 10, lines 3-33), thus providing a layer of security by only enabling authorized users to view a stream.

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify the combination of Rangan, Alexander and Saito to utilize the watermarking of Kato, thus providing a layer of security by only enabling authorized users to view a stream.

Conclusion

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Hunter B. Lonsberry whose telephone number is 571-272-7298. The examiner can normally be reached on Monday-Friday during normal business hours.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Christopher Grant can be reached on 571-272-7294. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

HBL

HAITRAN
PRIMARY EXAMINER